CITY OF PACIFICA
ECONOMIC DEVELOPMENT COMMITTEE

Minutes of July 13, 2010

Corrected and Approved 8/10/2010

In attendance were members: Samuel Casillas, Courtney Conlon, Mike Ervin, Jim Heldberg, Dan Murphy and Sue Vaterlaus

Absent: Javier Chavarria, Sue Digre and Mary Ann Nihart

1. Call to Order

Chair Murphy called the meeting to order at 6:12 pm.

2. Approval of May 11, 2010 Minutes

The May 11, 2010 and June 29, 2010 minutes were approved on a motion made by Jim Heldberg and seconded by Courtney Conlon.

3. Subcommittee Reports/Discussion

SC #1 – Mike Ervin said that Javier Chavarria had contacted people and they will get together and divide up the contacts to be asked to respond to the survey.

SC#2 – Dan Murphy reported that not much has been done in the past month. Courtney Conlon told about a new business in Eureka Square who related a positive experience with the leasing agent. The Chamber also met with representatives from Kimco which manages the Linda Mar and Fairmont Centers.

Discussion followed on the shop local program with a consensus that the committee should pursue this in the future with the assistance of the Chamber.

SC #3 – Sam Casillas told about work on branding and will contact San Francisco State University to get in touch with students who might be willing to work on the project. He will use Ginny Jaquith as resource for connecting with the students.

Discussion followed on the process that would be used for the branding project. Suggestions were made to bring all the different interest together at a regular Economic Development Committee meeting and ask the group to focus on what the message would be, who it would be directed to and what businesses would be highlighted. The members of the committee were comfortable with the process as outlined. The next step is to get the groups together. Courtney Conlon pointed out that this would also work with the San Mateo County Convention and Visitors Bureau.

4. Revised Resolution Supporting a Public/Private Partnership for the Development of the Quarry

The City Manager gave an update on the Quarry and let the committee know that it was being formally marketed by Cushman/Wakefield for Ambit Funding. Discussion followed about the value of the resolution at this time. It was consensus that it would be very valuable since marketing had just begun and the adoption of the resolution might encourage interested developers to seriously consider the site. The intention is for the City to be in a more pro-active role rather than a re-active role about what would happen on the site.

Sue Vaterlaus moved to present the resolution at the August 9, 2010 Council meeting. The motion was seconded by Mike Ervin and passed by the committee.

5. Oral Communications from the Public

Tom Rogers introduced himself and talked about the value of using students to help with the work on branding.

Rich Johnson, Deputy Fire Chief introduced himself to the committee.

6. Next Meeting Date

The next regular meeting date was set to be August 10, 2010.

The meeting was adjourned at 8:01pm.